



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 6, NO. 7

P. BALLANTINE & SONS

September 1962

BREWERY STARTS WATER CONSERVATION CAMPAIGN



No Wash and Why. As part of its water conservation program during critical shortage, Ballantine has abandoned truck washing at estimated saving of 100,000 gallons weekly. Here garageman Anthony Martucci places poster on truck "apologizing" for unkempt appearance, while Stephen Bochkay, fleet maintenance superintendent, looks on.



Beautiful Winner. Beverly Pine of Ballantine's T. N. Y. Branch holds trophy and bouquet of roses after being named Miss Rosendale 1962 beauty pageant sponsored by the Rosendale, N. Y. Chamber of Commerce. Beverly, who is 20 years old, was one of the beauties who competed for the title. She was chosen on basis of looks, poise and personality.

IN POINTED . . .

Up The Ladder

Motions in the news: *William Bacha* from guard to guard supervisor, Engineering . . . *William Brown* from chief telephone clerk, N. J. Draught Sales, to dealer contact clerk, N. J. Local . . . *Michael Frazzano* from telephone solicitor to chief telephone order clerk, N. J. Draught Sales . . . *John Howley, Jr.*, from merchandising representative to district sales representative . . . *Richard Percoskie* from clerk, Delivery, to supervisor, Engineering . . . *Gerald Petrella* from merchandising representative to district sales representative, Keystone Sales Division . . . *Edward Quinn, Jr.*, from relief salesman to bottle salesman, Wethersfield Branch . . . *William Raftell* from district sales representative to district sales manager . . . *Raymond Cznadel* from messenger to clerk, Delivery, and *Walter Johnston*, *Francis Mizerek, Jr.* and *Warren Peterson*, from supervisor 1 to supervisor 2, Warehousing.

* * *

Golf Tournament October 12

The Valley View golf course in Hanover will be the scene of the annual Ballantine Employees' Fall Golf Tournament, Columbus Day, Friday, October 12 . . . deadline for entries is Friday, October 5 . . . see the bulletin boards or call the Personnel Division for further information.

* * *

Two Retire

Bottle driver *Elmer G. Frey* and bottler *Clarence F. Shafer* have retired . . . Elmer began his Ballantine career in June, 1940 while Clarence joined the brewery in April, 1946 . . . our best wishes for a happy retirement go to both.

* * *

Going To Nursing School

Cecilia Zawora, who worked in the Accounting Department, left Ballantine at the end of last month to enter the Presbyterian Hospital School of Nursing . . . Cecilia will attend school for three years before beginning her nursing career . . . the Women's Auxiliary to the Essex County Medical Society has awarded her a \$100 scholarship toward the tuition.

* * *

Bowling League President

George Turner, Production Central Files supervisor, has been re-elected president of the Hudson County V.F.W. Bowling League for 1962-63 . . . this will be George's fifth term in the post . . . during tenure the league has grown from eleven to twenty teams.

* * *

Beautiful Float

Beauty and talent highlighted the Ballantine float in the Miss America Pageant Parade in Atlantic City this week . . . the float carried *Leslie Uggams*, *Louise O'Brien* and eight of the Mitch Miller "Sing Along" dancing girls.

* * *

New York Blood Bank Collection

A total of 54 pints of blood was donated at our New York City Branch office on August 10th when the Red Cross Blood Mobile made its annual visit . . . the total represents donations from about thirty percent of our New York force . . . an extremely good turnout . . . the percentage at the Newark collection, for example, was about ten percent . . . *John Sapienza* and *Michael McCartney* joined the New York Gallon Club at the collection.

* * *

County Post

Stephen F. Riordan, husband of secretary *Elsie Riordan*, has been named Veterans of Foreign Wars Essex County Hospital Chairman . . . the announcement was made by *William R. Connors, Jr.*, commander of the Essex Council . . . Mr. Riordan is a member of Cedar Grove Post No. 6255 and has been serving as hospital chairman for that group . . . His principal objective is to create and promote more active participation in service to hospitalized veterans.

* * *

Editorial Reaction

Last month's Three Rings editorial called on employees to get behind the drive for more sales and to make sure they promote Ballantine whenever and wherever possible . . . a day or two after editorial appeared we heard of a good example of how an employee did just what we suggested . . . the employee, trailer driver *Micosia*, called an establishment which was to handle a party for family and requested that Ballantine beer be the beverage . . . the owner told Sal the restaurant did not handle our beer . . . Sal won his point . . . In talking to Three Rings, Sal pointed out he fully intended to make sure Ballantine was served at the party . . . that the Three Rings editorial had served as a reminder.

FUN FOR ALL



The center of attraction in Ballantine's Fall Sales Promotion campaign is this 32-page "Fun To Do" party booklet which is being distributed free to our customers. The booklet contains party ideas, games, tricks, helpful hints on serving beer and food and lyrics to popular songs. You can get your free copy at the Three Ring Shop.

Close To Home

It is with sincere regret we report the death of the following employees:

Jacob Hingel, Pensioner, Mr. Hingel started his Ballantine career in July, 1942 and was a Yardman when he retired at the end of March of this year. He lived at 493 Stuyvesant Avenue, Irvington.

William Richardson, Porter, Mr. Richardson started at Ballantine in August, 1949. He lived at 1273 Wildwood Terrace, Union.

Richard Dietz, Pensioner, Mr. Dietz began his Ballantine career in April, 1934 and retired in September, 1952. He had been a Brewer. Mr. Dietz lived at 110 Prospect Avenue, Irvington.

Hugo G. Becker, Sr., Pensioner, Mr. Becker started his Ballantine career in July, 1937 and was a member of the Purchasing Department when he retired in February, 1956. He had been an active member of the Ballantine Benevolent Association for many years. His wife, Tess, is employed in the cafeteria. The Beckers' address is 17 Oxford Street, Newark.

New USBA Almanac Cites Industry Figures

Per capita consumption of beer and ale in the United States in 1961 averaged 15.0 gallons, virtually the same as 1960, according to the Centennial edition of the Brewers Almanac, just published by the United States Brewers Association. Among popular beverages beer stands just after milk and coffee and leads soft drinks, tea, distilled spirits and wine. Per capita consumption, the Brewers Almanac points out, is based upon the entire population.

The brewing industry as a whole causes some five billion dollars to flow annually through American trade and governmental channels.

Total employment in the brewing industry is close to 70,000 persons. Direct payment of salaries to brew-

ing industry employees in 1961, not including "fringe" benefits, amounted to \$462,000,000. Among the highest paid in America's industrial force, brewery workers also received paid holidays and vacations, welfare and pension provisions and similar employment benefits.

Among the states, New York again led in beer production with 11,294,060 barrels, nosing out Wisconsin by a scant 95,000 barrels. But Wisconsin held onto first place in per capita consumption with 25.5 gallons to Nevada's 24.6. New Jersey tied for seventh in per capita consumption with 19.1 gallons and was third in production with 8,184,496 barrels.

ADDED HOURS FOR THREE RING SHOP

Because of the big demand for items on sale, the Three Ring Shop will open more frequently as of the week of September 10. The Shop will continue to be open Thursdays from 11:30 a.m. to 3 p.m. and the second Wednesday of each month from 6:30 a.m. to 10 a.m. In addition, it will be open Fridays from 1:30 to 4:30 p.m.

As an added convenience employees can now phone in their orders, on Mondays only, to Mr. Julius Jacobson of the Sales Promotion Division on extension 645. Phone orders can be picked up Wednesdays at the Shop from 1:30 to 4 p.m. Branch personnel are invited to mail their orders to Mr. Jacobson. Checks or money orders should be made out to P. Ballantine & Sons.

Shop Features Cards & Chips



Poker chips and playing cards for that friendly game you've been planning are now on sale at the employee Three Ring Shop. The chips, made of top quality hard plastic and engraved with a Three Ring design, sell for \$2.65 for a box of 100. The cards are 79 cents a pack. The shop also has Pinochle cards for the same price.

296 DONORS AT BLOOD BANK COLLECTION



Three employees go through preliminary check before adding their contributions to the employees' blood bank in Newark. A total of 296 pints of blood was donated at the two-day collection held in the Personnel Division offices. Though the highest total ever collected, the 296 pints represented donations from only about ten percent of the working force.

Ballantine Ale Enjoying Greater Popularity

"Who is The Ale Man?" Ballantine started asking this question in its ale advertising just eight months ago. The answer emerging today seems to be: "Whoever he is, he's got plenty of company—and they're all drinking more and more Ballantine Ale. The product now enjoys more than 75 percent of total sales among all national ale brands and outsells all imported beers combined. What's behind the surge of new life in a brew that has dominated

its field for more than 25 years? Carl S. Badenhansen, vice president, marketing, feels that the one big reason is a change in the American consumer. "He is becoming increasingly sophisticated—more and more discerning concerning food and drink, and more appreciative of products that offer him a distinctly different taste. Ale—true ale, that is—certainly fits into this category," he said.



ALE MEN ALL — Potent factor in the successful "Who is The Ale Man?" campaign have been these advertisements appearing in national magazines. Ballantine's newest Ale Man is scenic photographer Ray Manley. He appears in ad at lower left.

PRO-FOOTBALL SLATE SET

Ballantine kicks off its eighth year of radio and TV sponsorship of the New York Football Giants, September 16 with the Browns game from Cleveland.

All games—home and away—will be heard in the metropolitan N. Y. area on radio station WNEW. All away games will be seen on WCBS-TV, Channel 2.

Three National League games in which the Giants are not involved will also be aired on WCBS-TV and WNEW radio. The dates are No-

vember 22, Green Bay vs. Detroit; December 8, Washington vs. Baltimore, and December 15, Cleveland vs. San Francisco. In addition, arrangements have been made to telecast the October 6 contest between Philadelphia and Pittsburgh, over WPIX, Channel 11 at 8 p.m.

Furthermore, Ballantine will sponsor a Philadelphia Eagles schedule over three TV stations in Pennsylvania and a New York Giants schedule over 13 television stations covering nine states.

Re-Enacting The "Good Old Days"



For a week last month the horse and wagon was back in the Ballantine delivery picture. The old-time method was re-enacted in the Somerset (N. J.) county area as part of the observance of the diamond jubilee of The W. H. Cawley Company's affiliation with Ballantine.

Ballantine Adds New TV Show To Sponsorships

"Broadway Goes Latin", a half-hour TV musical-variety show featuring a Latin beat, will debut on Channel 11 N. Y. at 10:30 p.m. Monday, September 10 under Ballantine sponsorship. The show, which will be televised weekly, will have Edmundo Ros, internationally famed recording artist as host and star.

Ros, together with his orchestra and a long list of top name guest stars, will offer Broadway hit show tunes done in Latin tempos such as the Pachanga, Samba, Mambo, Limbo, Merengue and Cha, Cha Cha. Guest stars who are scheduled to appear in the series include Abbe Lane and Xavier Cugat, Tito Puente, Carmen McRae, the Platters, Toni

"Sing Along" Show To Move To Fridays

Starting September 28th Ballantine's popular "Sing Along With Mitch" television show moves to Friday nights at 8:30 over the NBC network.

The new time slot is in answer to numerous requests from the viewing public that the program be put on earlier "so that all the family can enjoy it."

During the past year the program has been appearing Thursday nights at 10. The "Sing Along" telecasts have attracted hundreds of thousands of viewers and the program has had outstanding ratings from the start.

Arden, the Van Dorn Sisters, and Barbara McNair. Regulars include Margie Ravel, the Arnaldo Dancers, the Ros Singers, Hector De San Juan and Chi Chi Navarro.

The new series will give Ballantine two musical TV shows. The other, of course, is the hit "Sing Along With Mitch."

In addition to these programs, Ballantine will be a participating sponsor of "The Gallant Men", a dramatic war series to start on ABC-TV on Friday, October 5 at 7:30 p.m. The hour-long program will focus on the personal stories of the men of an infantry division in World War II, from the landings at Salerno to the triumphal entry into Rome. The program stars Robert McQueeney and William Reynolds.

In The Family

Married. Lawrence A. Deppisch, Production Control, to Ruth Kuhles in Union.

Married. Norma E. Hornbaker, Data Processing, to Kenneth Fitzsimmons in Newark.

Married. Harold Green, Delivery, to Grace Villani in Sayreville.

Married. James B. Francis, Service, to Jo Anne Armente in Jersey City.

Born. A daughter, to Mr. and Mrs. Patrick A. O'Boyle in Columbia Hospital, Washington, D. C. The new arrival joins two brothers in the O'Boyle household. Dad works at the Washington Branch.

Plant-Wide Drive To Conserve Water

Washing of Ballantine trucks has been discontinued of a plant-wide drive to save water. The move will about 100,000 gallons of water per week.

The voluntary campaign to save water was started wake of Newark's critical water shortage.

In a bulletin-board announcement, Vice President R. N. Bostock noted that reservoirs supplying Newark are at about 50 percent of capacity. He added:

"As one of the biggest users of city water, we have the serious responsibility of doing all we can to avoid waste. Those of you in production areas will receive specific instructions from your supervisors. As a general instruction, however, I urge you to follow with extra care any procedure calling for use of water. Everyone can help by being frugal with water in such places as rest rooms, shower rooms

and drinking facilities. Our water conservation effort will need the cooperation of every employee if it is to be effective. Again, I emphasize the seriousness of the situation and ask your support."

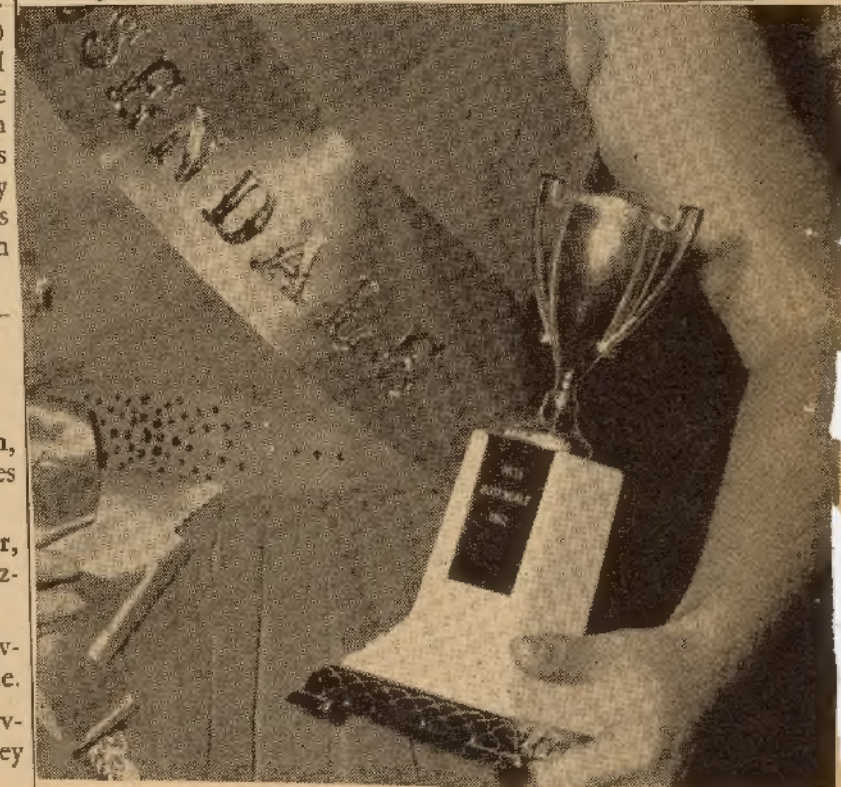
Personnel throughout the brewery have been alerted to eliminate all unnecessary and excessive use of water. Each of the production departments has held committee meetings to plan water-saving action.

Posters have been placed on our delivery trucks explaining that they are not being washed because Ballantine is engaged in a water conservation campaign.

FINDS GOLDEN HARVEST



Bottler Frank Molinari holds stock certificate for 100 shares of stock worth \$2450 which he found in an empty beer case returned to the brewery. The certificate listed the name of a Massachusetts man and arrangements were made to have it returned to him.



Beverly Pine of Ballantine's Tinner. N. Y. Branch holds trophy and after being named Miss Rosendale 1962 sponsored by the Rosendale, N. Y. Chapter, Beverly, who is 20 years old, was one of the competitors for the title. She was chosen for her beauty and personality.

BOWLING LEAGUES OPEN SEASON

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THREE RINGS

SPORTSCOPE



Men's Bowling League Division Races Begin

A total of 64 potential champions will battle it out for the Men's Bowling League title this season. That's the number of teams enrolled in the league's seven divisions, five of which have already taken action with two set to go this week.

Bottle Division opens Tuesday retired . . . and the Extra Fine Division Tuesday night. Most of the happy retirees, centers on Friday the rest of the divisions, Kings, Handy, Purity, Loop, or, competing. The many champion Pipe

Cecilia Any in the Extra Fine Ballantine Pipe S. School hurdles, beginning to dethrone County Medicine, must win its tuition.

le to gain a berth in the roll-offs at the end of the season. Secondly it must defeat the six other division titlists in that

competition. The road is a long one which doesn't end until May.

Men's league officers are Rosey Rosamilia, president; Joe Freeman, vice-president, and Mike Kiselyk, secretary-treasurer.

Girls' Bowling Starts Sept. 11

The Golden Ringers bowling team will begin defense of its Girls' League title when the 1962-63 season opens Tuesday evening, September 11. Twelve teams, the largest number ever to see action in the league, will take part in the competition. Last year there were ten.

Mildred D'Alessandro has been re-elected president of the league. Martha Mitrik has been elected secretary and Alice Farrow, treasurer.

Fish Poor Sports in Deep-Sea Tourney as 130 Men Dangle Bait

Who would have ever believed New Jersey fish would turn out to be party poopers? The 130 men who took part in the Ballantine deep-sea fishing tournament didn't at first, but they believe it now. The fish story most of them are telling isn't about the big ones that got away . . . it's simply that most of the fish never showed up.

The truth of the matter is it was a great day for fishing. The Ballantine men were in four boats, an adequate supply of Ballantine prod-

ucts was on hand, tasty bait was dangled over the side, the sun was shining, the water was calm, and spirits were high. It was such a great day the fish probably decided to go on an outing of their own—to some other place.

There were some stragglers that stayed home, fortunately, and Chet Kopec caught the biggest of them, a four-pound fluke, and won the top prize in the company-sponsored tournament. A few other employees were lucky enough to catch fish,

too, and four of them were awarded the prizes for the heaviest fish caught on their respective boats.

The winners were Dick Spitzer, Bob Jones, Edward Radel and John J. Reilly.

The lucky men were the objects of many an envious glance. Not only for the prizes they won, but for the fish they caught. And why not? It must have been tough for some to explain to the wife that they went fishing but caught nothing but sunburn.



WINNERS — Even though fish were scarce these lucky fishermen came up with the tournament prize winners. From left are Dick Spitzer, Bob Jones, Edward Radel, Chester Kopec and John J. Reilly. Kopec caught the biggest fish in the tourney, the other four hold the prizes for the heaviest fish caught on their respective boats.

Service Pins Go To 78

Service Pins were presented to 78 employees in August. The recipients were:

20 Years

Michael A. Ambrose, Jr., Accounting; Harry Billett, Jr., Delivery; William Ding, Bottling; John G. Duersch, Brewing; Patrick J. Donlan, Bottling; Stanley C. Eie, the Red Cross Blood Mobile made its annual visit . . . the total represents donations from about thirty percent of our New York force . . . an extremely good turnout . . . the percentage at the Newark collection, for example, was about ten percent . . . John Sapienza and Michael McCartney joined the New York Gallon Club at the collection.

10 Years

Andrew Adamshick, Delivery; Victor A. Albanese, Delivery; John Buryk, Warehousing; Alex Chrzanoski, Delivery; Carl F. Class, N.Y.C. Draught Sales; George Connell, Warehousing; Joseph M. Cosgrove, N.Y.C. Bottle Sales; Philip Donlan, Bottling; Stanley C. Eie, the Red Cross Blood Mobile made its annual visit . . . the total represents donations from about thirty percent of our New York force . . . an extremely good turnout . . . the percentage at the Newark collection, for example, was about ten percent . . . John Sapienza and Michael McCartney joined the New York Gallon Club at the collection.

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Softball Nine Wins Playoffs

Ballantine's softball nine won the Ironbound Red Shield Industrial Softball League post-season playoffs late last month by defeating Wallace & Tiernan, 4-3, in the final game.

The Ballantine team, the regular season champion, took part in the playoffs with the squads which finished second, third and fourth in the league.

In all, the Three Ring men played four playoff games. They defeated the Rubberset combine in the first game and then clashed with Wallace & Tiernan in the best of three series for the playoff title. Wallace & Tiernan won the first game, 8-1, and Ballantine came back to win the next two.

Ballantine took the second game of the series, 8-1, with outfielder Len Scelfo leading the batting attack with a pair of home runs and a single. In the final contest pitcher Joe Zurawski batted in the winning run in the fourth inning for Ballantine, scoring Tom Hyslop from second base.

In the Newark Industrial Softball Tournament, played earlier in the month, the defending champion Ballantine team was eliminated in the first round by the Blue Cross-Blue Shield squad, 5-2, in eight innings.



EARLY START — One of the four boats carrying Ballantine employee tournament participants leaves dock for the fishing grounds.

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Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Irwin Lovitz; Weathersfield, Lenore Magnell.

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